

I would like to comment on section C of the Localism Notice of Inquiry specifically to the issue of voice tracking and national playlists. Voice tracking takes away from the personality of a city. As I have travel across the United States I have turned to radio to help me understand the personality of a city.

When a station goes to voice tacking and national playlists it affects the personality of the city. Stations don't have events for the community where there personalities can be seen and interact with listeners. These events in most cases are to raise money for local charities.

If the personalities are not local residents they don't know about local issues that need to be addressed. How can personality in Minnesota know about the issues affect residents in Colorado and Pennsylvania? It is impossible for Texans to relate with a personality who tries to make it sound like they live in Texas but has a Boston accent because they really do live in Boston.

National playlists is another issue that takes away from the personality of a city. Listeners can not call in and request songs that are popular in there area that may no be so popular in another area.

National playlist also do not allow for local unknown artists to be heard. Young talent gets lost in the shadows of current popular artiest with big record contracts. This takes away an avenue in which they can be discovered.

If voice tracking and national playlists take over the air waves it in dangers American cities having there own personalities allowing big business to shape one personality for America.